

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

Todd R. COLLART

Application No.: 09/295,856

Filed: April 21, 1999

For: SYSTEM, METHOD AND
ARTICLE OF MANUFACTURE FOR
TRANSMISSION OF
ADVERTISEMENTS BASED ON THE
CONTENT OF AN ELECTRONIC
STORAGE MEDIUM (as amended)

Examiner: Paul L. RODRIGUEZ

Art Unit: 2125

Confirmation No.: 7668

Docket No.: IA 1506.01A US

AMENDMENT AND RESPONSE

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

In response to the outstanding Office Action mailed May 2, 2003, please amend the above-identified Application as follows:

Amendments to the claims are reflected in the listing of the claims, which begin on page 2 of this paper.

Remarks begin on page 9 of this paper.